

PATENT APPLICATION  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Docket No: 20004/12-US-A



**CONTINUING APPLICATION TRANSMITTAL UNDER 37 CFR 1.53(b)**

Mail Stop Patent Application  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

This is a request under 37 CFR 1.53(b) for filing a

☒ continuation application.

☐ divisional application.

**1. Particulars of Prior Application**

Application Serial No: 08/709,180

Filed on: September 6, 1996

Title: "Coded/Non-Coded Program Audience  
Measurement System"

Art Unit: 2611

Examiner: Vivek Srivastava

Prior Docket No.: 20004/12-US

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**CERTIFICATION UNDER 37 CFR 1.10**

I hereby certify that this Continued Prosecution Application Request Transmittal Under 37 CFR 1.53(b) and the documents referred to as enclosed therewith are being deposited with the United States Postal Service on **September 22, 2003**, in an envelope addressed to the Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450 utilizing the "Express Mail Post Office to Addressee" service of the United States Postal Service under Mailing Label No. **EV 309992187 US**.

Magda Greer

2. This request is filed by:

1. Full Name of Inventor	Family Name Lu	First Given Name Daozheng	Second Given Name
Residence & Citizenship	City Dunedin	State or Foreign Country Florida	Country of Citizenship U.S.A.
Post Office Address	Post Office Address 1903 Dunloe Circle	City Dunedin	State & Zip Code/Country Florida 34698/U.S.A.

2. Full Name of Inventor	Family Name Harkness	First Given Name David	Second Given Name H.
Residence & Citizenship	City Wilton	State or Foreign Country Connecticut	Country of Citizenship U.S.A.
Post Office Address	Post Office Address 17 Hearthstone Lane	City Wilton	State & Zip Code/Country Connecticut 06897/U.S.A.

3. Full Name of Inventor	Family Name	First Given Name	Second Given Name
Residence & Citizenship	City	State or Foreign Country	Country of Citizenship
Post Office Address	Post Office Address	City	State & Zip Code/Country

4. Full Name of Inventor	Family Name	First Given Name	Second Given Name
Residence & Citizenship	City	State or Foreign Country	Country of Citizenship
Post Office Address	Post Office Address	City E	State & Zip Code/Country

☐ This application is being filed by less than all the inventors named in the prior application. An accompanying statement requests deletion of the name(s) of the person(s) who are not inventors of the invention being claimed in this application.

**3. Amendments**

☒ Amend the specification by inserting before the first line the sentence:

-- This is a Continuation of U.S. Application Serial No. 08/709,180 filed September 6, 1996. --

☒ Cancel claims 2-78 in the application before calculating the filing fee.

☐ A Preliminary Amendment is enclosed.

☒ The filing fee is based upon entry of the foregoing amendment(s) (if any).

**4. Copy of Prior Application**

The enclosed is a copy of the prior complete application, including the specification (with claims), drawings, the oath or declaration, and any amendments referred to in the oath or declaration filed to complete the prior application.

**5. Incorporation By Reference**

The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under paragraph 4, above, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.

**6. Priority**

☐ Priority of application Nos. , filed , , filed , and , filed in are claimed under 35 USC 119.

☐ The certified copy(ies) was(were) filed in prior U.S. application Serial Nos. and .

☐ The certified copy(ies) has(have) not been filed.

**7. Assignment**

☒ The prior application is assigned of record to Nielsen Media Research, Inc. and has been recorded at Reel No. 8243, Frame No. 0973.

**8. Small Entity Status**

- ☐ A small entity statement is(are) attached.
- ☐ Small entity status has been established in the prior nonprovisional application and such status is still proper and desired.
- ☒ Small entity status has not been established.

**9. Fee Calculation**

CLAIMS AS FILED - INCLUDING AMENDMENT(S) (IF ANY)						
			SMALL ENTITY		OTHER THAN A SMALL ENTITY	
	NO. FILED	NO. EXTRA	RATE	FEE	RATE	FEE
BASIC FEE				\$375.00		\$750.00
TOTAL	1 -20	0	X 9 =		X 18 =	\$0.00
INDEP.	1- 3	0	X 42 =		X 84 =	\$0.00
* First Presentation of Multiple Dependent Claim			+ 130 =		+ 260 =	
Filing Fee:					OR	\$750.00

**10. Method of Payment of Fees**

- ☒ Attached is a check in the amount of: \$750.00
- ☐ Charge Deposit Account No. 50-2455 in the amount of: \$\_\_\_\_\_
- A copy of this Transmittal is enclosed.

**11. Deposit Account and Refund Authorization**

The Commissioner is hereby authorized to charge any deficiency in the amount enclosed or any additional fees which may be required during the pendency of this application under 37 CFR 1.16 or 37 CFR 1.17 to Deposit Account No. 50-2455. A copy of this Transmittal is enclosed.

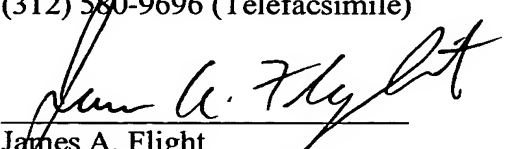
Please refund any overpayment to Grossman & Flight, LLC at the address below.

Please direct all future communications to James A. Flight, at the address below.

Respectfully submitted,

GROSSMAN & FLIGHT, LLC  
20 North Wacker Drive  
Suite 4220  
Chicago, Illinois 60606  
(312) 580-1020  
(312) 580-9696 (Telefacsimile)

By:

  
James A. Flight  
Registration No.: 37,622

September 22, 2003